

Regional Transit Planning Committee

Lori Sand, ATL Planning March 5, 2020

PLANNING COMMITTEE WORK PROGRAM



- ► 2020 Annual Report and Audit
- ► 2020 ATL Regional Transit Plan Update
- ► ATL Roadmap
- ► Regional Funding and Financing Strategy
- ► Regional Fare Policy

2020 ARTP TIMELINE

MARCH Project Kick-off

JUNE

Project submissions

MAY -

SEPTEMBER

ATL Regionally Significant **Project List**

OCT THRU NOV

Public Outreach **DECEMBER**

Adoption of 2020 ARTP



















APRIL

Review and evaluate any updates to the planning framework

JULY -**AUGUST**

Project evaluation and prioritization **OCTOBER**

Draft 2020 **ARTP** presented to ATL Board

NOVEMBER

Final Draft 2020 ARTP presented to the ATL **Planning** Committee



2020 ANNUAL REPORT AND AUDIT TIMELINE

FEBRUARY

Initial operator contact and request for data

APRIL-MAY

Workshops, gathering input

JUNE -AUGUST

Data collection

SEPTEMBER

Draft
performance
data graphics
sent to
operators
for review

OCTOBER

Draft 2020 ARA presented to ATL

NOVEMBER

Finalize report

DECEMBER

Submitted to legislature





ATL Regional Fare Policy Development Study

Adelee Le Grand

March 5, 2020

FARE POLICY OVERVIEW

What is a Regional Fare Policy?

To establish guidelines for setting a uniform, fair, and equitable areawide fare structure consistent with revenue-producing requirements and established budgets.

Board Policy No. 29, San Diego Association of Governments (SANDAG)





WHY DEVELOP A REGIONAL FARE POLICY?

For the Customer



One card fits all



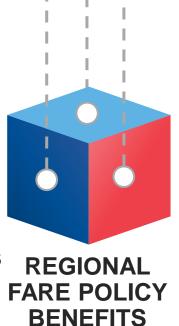
Consistent fare structure



Ease of transfer between providers



Seamless connections across jurisdictional boundaries



For the Operator



Unified fare payment system



Automated trip cost sharing



Administrative cost savings



One voice marketing approach

For the ATL Vision



Develop a seamless regional network



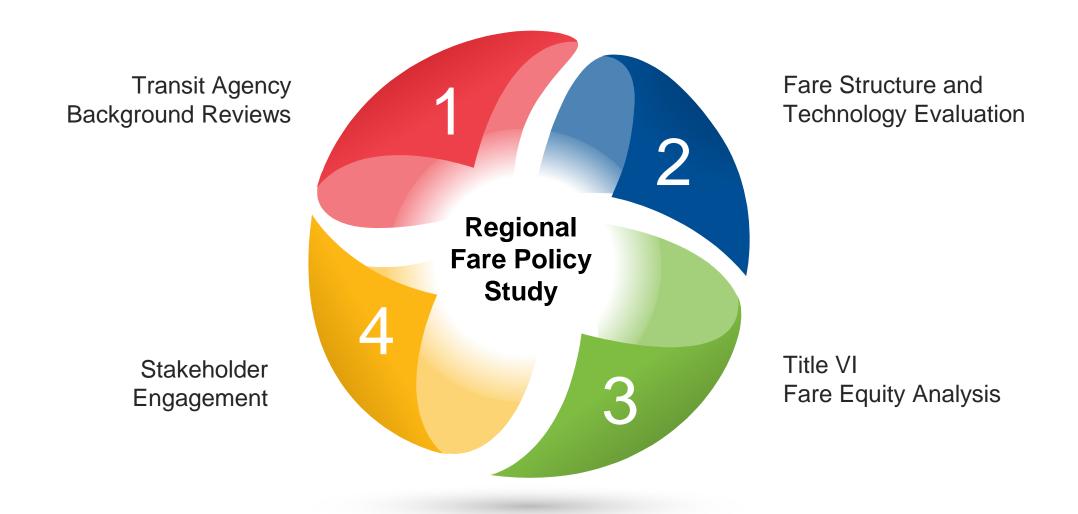
Ensure legislativelymandated farebox recovery rate for transit operations



Enhance regional equity in fare structure and collection



FARE POLICY COMPONENTS



FARE POLICY COMPONENTS

Transit Agency Background Reviews

- Understand existing fare structures of local agencies and how they interact
- Research fare structures of nationwide peer agencies, including best practices
- Compile relevant evaluation criteria for potential fare policies



Fare Structure and Technology Evaluation

- Brainstorm potential fare structure options and scenarios
- Determine customer elasticity within Atlanta region
- Develop fare model and run scenarios
- Evaluate impacts to ridership and revenue streams



FARE POLICY TYPES

Regional Flat Fare

One flat fare for all trips, similar to MARTA fare structure today



Zone-Based Fare

Similar to distance-based fare, but measures by number of geographic zones crossed

Time-Based Fare

Fixed fare within certain time limit, such as day passes



Regional Fare Policy Examples



Fare Capping

Similar to time-based fare, except fares are capped at a certain value per day, week, or month

Distance-Based Fare

Fares based on distance traveled, typically set within ranges





Peak / Off-Peak Fare

Fare for trips during peak periods set higher than same trips during off-peak periods



FARE POLICY COMPONENTS

Stakeholder Engagement

- Seek input from local transit operators throughout the evaluation process
- Coordinate with ATL
 Board and Committees
 throughout the process



Title VI Fare Equity Analysis

- Investigate potential impacts and disparate burdens to minority, low-income, and/or Limited English Proficient (LEP) persons
- Recommend measures to mitigate potential disproportionate impacts
- Targeted outreach to these groups



